

SA - 509

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B.B.A. (Part - I) (Semester - II) Examination, April - 2018
ENGLISH (Paper - II)
Business Communication
Sub. Code : 22932

Day and Date : Saturday, 28 - 04 - 2018

Total Marks : 50

Time : 12.00 noon to 02.00 p.m.

Instructions : 1) All the questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is oral communication? Explain nature and characteristics of oral communication. **[15]**

OR

What are the various channels of organisational communication? Write in brief on the importance, limitations and measures to improve them.

Q2) Write Short answers of the following (any two) **[2 × 10 = 20]**

- What is a group discussion? How to succeed in it?
- Explain the types of interviews.
- What is a notice? What are the essential features of a notice of meeting?
- What kind of preparation would you make before appearing an interview?

Q3) Write Short notes (Any three) **[3 × 5 = 15]**

- Importance of workshops
- Modern means of communication
- Preparation of a public speech
- Grapevine communication
- Seminars and conferences

